

Last Received: 11/29/2012 11:24 PM
Showing Buylines: All Lines

| | |
|-------------------|---------------------------|
| Station | WOOD-TV GRAND RAPIDS, MI. |
| Advertiser | () .THE PEOPLE SHOULD D |
| Product | PEOPLE SHOULD DECIDE |
| Estimate# | C29N06 |
| Buyer | Julie Keane |
| Phone# | |
| Fax# | |

Agency () SMART MEDIA GROUP
814 KING STREET - SUITE 200
ALEXANDRIA, VA 22314
Agency C/P1/P2/E LBEL/ORDR/C29N06
Flight Dates 10/29/2012 - 11/06/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () IAN AMBRON

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-525-9757

--- CONTRACT COMMENT ---

-ORDER WAS SENT AS LIBERTY BELL- SC=*

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|--|-----|-------|-------|----------------|------|----------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | ----- | ----- | ----- | ---- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| | 1 | M | 6A-7A | NEWS8-DAYBREAK | :30 | \$800.00 | 10/29-10/29 | 0 | 0 | 0 | \$0.00 | |
| Rating: 3.2 | | | | | | | | | | | | |
| Buyline Comment: NA DUE NO COPY -MKGD PACKAGE ON SEP LINES | | | | | | | | | | | | |
| | 2 | TU | 6A-7A | NEWS8-DAYBREAK | :30 | \$800.00 | 10/30-10/30 | 2 | 1 | 2 | \$1,600.00 | |
| Rating: 3.2 | | | | | | | | | | | | |
| | 3 | W | 6A-7A | NEWS8-DAYBREAK | :30 | \$800.00 | 10/31-10/31 | 2 | 1 | 2 | \$1,600.00 | |
| Rating: 3.2 | | | | | | | | | | | | |
| | 4 | TH | 6A-7A | NEWS8-DAYBREAK | :30 | \$800.00 | 11/01-11/01 | 2 | 1 | 2 | \$1,600.00 | |
| Rating: 3.2 | | | | | | | | | | | | |
| | 5 | F | 6A-7A | NEWS8-DAYBREAK | :30 | \$800.00 | 11/02-11/02 | 2 | 1 | 2 | \$1,600.00 | |
| Rating: 3.2 | | | | | | | | | | | | |
| | 6 | M | 6A-7A | NEWS8-DAYBREAK | :30 | \$800.00 | 11/05-11/05 | 2 | 1 | 2 | \$1,600.00 | |
| Rating: 3.2 | | | | | | | | | | | | |
| | 7 | TU | 6A-7A | NEWS8-DAYBREAK | :30 | \$800.00 | 11/06-11/06 | 2 | 1 | 2 | \$1,600.00 | |
| Rating: 3.2 | | | | | | | | | | | | |
| | 8 | SA | 6A-7A | NEWS | :30 | \$400.00 | 11/03-11/03 | 2 | 1 | 2 | \$800.00 | |
| Rating: 2.5 | | | | | | | | | | | | |
| | 9 | SU | 6A-7A | SU DAYBREAK | :30 | \$450.00 | 11/04-11/04 | 1 | 1 | 1 | \$450.00 | |
| Rating: 1.8 | | | | | | | | | | | | |

| | | | | | | | |
|-------------------|---------|-------------|---|-------------|---|---------------|-----------|
| Rep Order# | 6867766 | Ver# | 9 | Mod# | 3 | Status | Confirmed |
| EC'd | Yes | | | | | | |

Last Received: 11/29/2012 11:24 PM
Showing Buylines: All Lines

| | |
|-------------------|---------------------------|
| Station | WOOD-TV GRAND RAPIDS, MI. |
| Advertiser | () .THE PEOPLE SHOULD D |
| Product | PEOPLE SHOULD DECIDE |
| Estimate# | C29N06 |
| Buyer | Julie Keane |
| Phone# | |
| Fax# | |

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|--|-------|---------|-----------------|------|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | ----- | ----- | ----- | ---- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| | 31 | F | 2P-3P | RACHEL RAY | :30 | \$300.00 | 11/02-11/02 | 1 | 1 | 1 | \$300.00 | |
| | Rating: 1.5 | | | | | | | | | | | |
| | Buyline Comment: TP/PRG CHANGED | | | | | | | | | | | |
| | 32 | M | 2P-3P | RACHEL RAY | :30 | \$300.00 | 11/05-11/05 | 1 | 1 | 1 | \$300.00 | |
| | Rating: 1.5 | | | | | | | | | | | |
| | Buyline Comment: TP/PRG CHANGED | | | | | | | | | | | |
| | 33 | M | 5P-530P | NEWS 8 AT 5PM | :30 | \$1,500.00 | 10/29-10/29 | 0 | 0 | 0 | \$0.00 | |
| | Rating: 6.7 | | | | | | | | | | | |
| | Buyline Comment: NA DUE NO COPY -MKGD PACKAGE ON SEP LINES | | | | | | | | | | | |
| | 34 | TU | 5P-530P | NEWS 8 AT 5PM | :30 | \$1,500.00 | 10/30-10/30 | 1 | 1 | 1 | \$1,500.00 | |
| | Rating: 6.7 | | | | | | | | | | | |
| | 35 | W | 5P-530P | NEWS 8 AT 5PM | :30 | \$1,500.00 | 10/31-10/31 | 1 | 1 | 1 | \$1,500.00 | |
| | Rating: 6.7 | | | | | | | | | | | |
| | 36 | TH | 5P-530P | NEWS 8 AT 5PM | :30 | \$1,500.00 | 11/01-11/01 | 0 | 0 | 0 | \$0.00 | |
| | Rating: 6.7 | | | | | | | | | | | |
| | Buyline Comment: NA DUE NO AVAIL- MKGD SEP LINES | | | | | | | | | | | |
| | 37 | F | 5P-530P | NEWS 8 AT 5PM | :30 | \$1,500.00 | 11/02-11/02 | 0 | 0 | 0 | \$0.00 | |
| | Rating: 6.7 | | | | | | | | | | | |
| | Buyline Comment: NA DUE NO AVAIL- MKGD SEP LINES | | | | | | | | | | | |
| | 38 | M | 5P-530P | NEWS 8 AT 5PM | :30 | \$1,500.00 | 11/05-11/05 | 0 | 0 | 0 | \$0.00 | |
| | Rating: 6.7 | | | | | | | | | | | |
| | Buyline Comment: NA DUE NO AVAIL- MKGD SEP LINES | | | | | | | | | | | |
| | 39 | M | 530P-6P | NEWS 8 AT 530PM | :30 | \$1,600.00 | 10/29-10/29 | 0 | 0 | 0 | \$0.00 | |
| | Rating: 7.2 | | | | | | | | | | | |
| | Buyline Comment: NA DUE NO COPY -MKGD PACKAGE ON SEP LINES | | | | | | | | | | | |

| | | | | | | | |
|-------------------|---------|-------------|---|-------------|---|---------------|-----------|
| Rep Order# | 6867766 | Ver# | 9 | Mod# | 3 | Status | Confirmed |
| EC'd | Yes | | | | | | |

Last Received: 11/29/2012 11:24 PM

| | |
|-------------------|---------------------------|
| Station | WOOD-TV GRAND RAPIDS, MI. |
| Advertiser | () .THE PEOPLE SHOULD D |
| Product | PEOPLE SHOULD DECIDE |
| Estimate# | C29N06 |
| Buyer | Julie Keane |
| Phone# | |
| Fax# | |

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|--|-----|-------|-----------|-----------------|-------|------------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| | 50 | M | 6P-630P | NEWS 8 AT 6PM | :30 | \$2,000.00 | 11/05-11/05 | 1 | 1 | 1 | \$2,000.00 | |
| Rating: 9.6 | | | | | | | | | | | | |
| | 51 | SA | 6P-630P | SA NWS | :30 | \$1,200.00 | 11/03-11/03 | 0 | 0 | 0 | \$0.00 | |
| Rating: 4.6 | | | | | | | | | | | | |
| Buyline Comment: SPOT N/A | | | | | | | | | | | | |
| | 52 | SU | 6P-7P | NEWS | :30 | \$1,600.00 | 11/04-11/04 | 1 | 1 | 1 | \$1,600.00 | |
| Rating: 8.2 | | | | | | | | | | | | |
| | 53 | M | 630P-7P | NEWS 8 AT 630PM | :30 | \$2,400.00 | 10/29-10/29 | 0 | 0 | 0 | \$0.00 | |
| Rating: 10.3 | | | | | | | | | | | | |
| Buyline Comment: NA DUE NO COPY -MKGD PACKAGE ON SEP LINES | | | | | | | | | | | | |
| | 54 | TU | 630P-7P | NEWS 8 AT 630PM | :30 | \$2,400.00 | 10/30-10/30 | 1 | 1 | 1 | \$2,400.00 | |
| Rating: 10.3 | | | | | | | | | | | | |
| | 55 | W | 630P-7P | NEWS 8 AT 630PM | :30 | \$2,400.00 | 10/31-10/31 | 0 | 0 | 0 | \$0.00 | |
| Rating: 10.3 | | | | | | | | | | | | |
| Buyline Comment: 1X NA DUE NO AVAIL - MGKD PACAKGE SEP LINES | | | | | | | | | | | | |
| | 56 | TH | 630P-7P | NEWS 8 AT 630PM | :30 | \$2,400.00 | 11/01-11/01 | 1 | 1 | 1 | \$2,400.00 | |
| Rating: 10.3 | | | | | | | | | | | | |
| | 57 | F | 630P-7P | NEWS 8 AT 630PM | :30 | \$2,400.00 | 11/02-11/02 | 1 | 1 | 1 | \$2,400.00 | |
| Rating: 10.3 | | | | | | | | | | | | |
| | 58 | M | 630P-7P | NEWS 8 AT 630PM | :30 | \$2,400.00 | 11/05-11/05 | 1 | 1 | 1 | \$2,400.00 | |
| Rating: 10.3 | | | | | | | | | | | | |
| | 59 | M | 11P-1135P | NEWS 8 AT 11PM | :30 | \$1,500.00 | 10/29-10/29 | 0 | 0 | 0 | \$0.00 | |
| Rating: 5.6 | | | | | | | | | | | | |
| Buyline Comment: NA DUE NO COPY, MKGD PACAKGE SEP LINES | | | | | | | | | | | | |

Station WOOD-TV GRAND RAPIDS, MI.

Advertiser () .THE PEOPLE SHOULD D

Product PEOPLE SHOULD DECIDE

Estimate# C29N06

Buyer Julie Keane

Phone#

Fax#

Agency () SMART MEDIA GROUP

814 KING STREET - SUITE 200

ALEXANDRIA, VA 22314

Agency C/P1/P2/E LBEL/ORDR/C29N06

Flight Dates 10/29/2012 - 11/06/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () IAN AMBRON

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-525-9757

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|-----|-----|-------|-------------|--------------|------|----------|-------------|------------|------------|-------------|------------|---------|
| --- | --- | ----- | ----- | ----- | ---- | ----- | ----- | ----- | ---- | ----- | ----- | ----- |
| | 70 | M | 1135P-1235A | TONIGHT SHOW | :30 | \$650.00 | 11/05-11/05 | 0 | 0 | 0 | \$0.00 | |

Rating: 2.9

Buyline Comment: NA DUE NO AVAIL- MKGD SEP LINES

| | | | | | | | | | | | | |
|--|----|-----------|------------------|--|-----|------------|-------------|---|---|---|------------|--|
| 71 | SA | 7P-8P | | | :30 | \$1,200.00 | 11/03-11/03 | 1 | 1 | 1 | \$1,200.00 | |
| Buyline Comment: NEWS MKGD FOR SPOT N/A LN 51 | | | | | | | | | | | | |
| 72 | TU | 630P-730P | NBC NIGHTLY NEWS | | :30 | \$2,400.00 | 10/30-10/30 | 1 | 1 | 1 | \$2,400.00 | |
| Buyline Comment: PART OF MKGD PACKAGE | | | | | | | | | | | | |
| 73 | M | 630P-730P | NBC NIGHTLY NEWS | | :30 | \$2,400.00 | 11/05-11/05 | 1 | 1 | 1 | \$2,400.00 | |
| Buyline Comment: PART OF MKGD PACKAGE | | | | | | | | | | | | |
| 74 | TU | 8P-10P | THE VOICE | | :30 | \$5,000.00 | 10/30-10/30 | 1 | 1 | 1 | \$5,000.00 | |
| Buyline Comment: PART OF MKGD PACKAGE | | | | | | | | | | | | |
| 75 | TH | 8P-10P | THE VOICE | | :30 | \$2,500.00 | 11/01-11/01 | 1 | 1 | 1 | \$2,500.00 | |
| Buyline Comment: PART OF MKGD PACKAGE | | | | | | | | | | | | |
| 76 | SU | 8P-1130P | SUN NIGHT NFL | | :30 | \$5,000.00 | 11/04-11/04 | 1 | 1 | 1 | \$5,000.00 | |
| Buyline Comment: PART OF MKGD PACKAGE | | | | | | | | | | | | |
| 77 | M | 8P-10P | THE VOICE | | :30 | \$9,950.00 | 11/05-11/05 | 1 | 1 | 1 | \$9,950.00 | |
| Buyline Comment: PART OF MKGD PACKAGE FOR NA'S PER V.6-V.8 | | | | | | | | | | | | |

---REPORT TOTALS---

Report Totals: 80 / \$110,950.00

---SALES MONTHLY TOTALS---

Station WOOD-TV GRAND RAPIDS, MI.

Advertiser () .THE PEOPLE SHOULD D

Product PEOPLE SHOULD DECIDE

Estimate# C29N06

Buyer Julie Keane

Phone#

Fax#

Agency () SMART MEDIA GROUP

814 KING STREET - SUITE 200

ALEXANDRIA, VA 22314

Agency C/P1/P2/E LBEL/ORDR/C29N06

Flight Dates 10/29/2012 - 11/06/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () IAN AMBRON

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-525-9757

Nov 12: 80 / \$110,950.00

Sales Totals: 80 / \$110,950.00

Station Totals: 80 / \$110,950.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

| | | | | | | | | | | | |
|---------------|-----------|------|----|------|------|------|----|------|----|------|----|
| Market Totals | \$110,950 | CATV | 0% | WOOD | 100% | WOTV | 0% | WWMT | 0% | WXMI | 0% |
| | | WXSP | 0% | WZPX | 0% | WZZM | 0% | | | | |

Books null

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE